

MTS-3244US

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: S. Gotoh et al.

: Art Unit:

Serial No.: To Be Assigned

: Examiner:

Filed: Herewith

:

FOR: ADVERTISEMENT DATA

:

SUPPLYING METHOD, ADVERTISEMENT

:

DATA REPRODUCING APPARATUS, AND

SYSTEM FOR THE SAME

PRELIMINARY AMENDMENT

Assistant Commissioner for Patents

Washington, D.C. 20231

S I R :

Prior to examination, please amend the above-identified application as follows:

IN THE SPECIFICATION:

On page 3, line 18, please delete "The 1st invention" and insert therefor --One aspect--.

On page 3, line 20, please delete "crated" and insert therefor --created--.

On page 4, line 1, please delete "The 2nd invention" and insert therefor --Another aspect--.

On page 4, line 8, please delete "The 3rd invention" and insert therefor --Still another aspect--.

On page 4, line 9, please delete "of 1st invention".

On page 4, line 21, please delete "The 4th invention" and insert therefor --Yet another aspect--.

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On page 4, line 22, please delete "of 2nd invention".

On page 5, line 7, please delete "The 5th invention" and insert therefor --Still yet another aspect--.

On page 5, line 8, please delete "of 2nd or 4th inventions".

On page 5, line 11, please delete "The 6th invention" and insert therefor --A further aspect--.

On page 5, lines 15-16, please delete "of 1st or 2nd inventions".

On page 5, line 19, please delete "The 7th invention" and insert therefor --A still further aspect--.

On page 5, lines 23-24, please delete "of 1st or 2nd inventions".

On page 6, line 4, please delete "The 8th invention" and insert therefor --A yet another aspect--.

On page 6, line 5, please delete "of 7th invention".

On page 6, line 9, please delete "The 9th invention" and insert therefor --A still yet further aspect--.

On page 6, line 14, please delete "of 1st or 2nd inventions".

On page 6, line 19, please delete "The 10th invention" and insert therefor --An additional aspect--.

On page 6, line 24, please delete "of 1st or 2nd inventions".

On page 7, line 4, please delete "The 11th invention" and insert therefor --A still additional aspect--.

On page 7, line 5, please delete "of 9th invention".

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On page 7, line 11, please delete "The 12th invention" and insert therefor --A yet additional aspect--.

On page 7, lines 12-13, please delete "of any one of 6th through 11th inventions".

On page 7, line 23, please delete "The 13th invention" and insert therefor --A still yet additional aspect--.

On page 7, lines 24-25, please delete "of 10th or 11th inventions".

On page 8, line 4, please delete "The 14th invention" and insert therefor --A supplementary aspect--.

On page 8, lines 5-6, please delete "of any one of 6th through 13th inventions".

On page 8, line 9, please delete "The 15th invention" and insert therefor --A still supplementary aspect--.

On page 8, lines 10-11, please delete "of any one of 6th through 14th inventions".

On page 8, line 14, please delete "The 16th invention" and insert therefor --A yet supplementary aspect--.

On page 8, lines 15-16, please delete "of any one of 6th through 15th inventions".

On page 8, line 24, please delete "The 17th invention" and insert therefor --A still yet supplementary aspect--.

On page 8, line 25, please delete "of 16th invention".

On page 9, line 4, please delete "The 18th invention" and insert therefor --Another aspect--.

11/20/2019 10:24:50

On page 9, lines 9-10, please delete "of 16th or 17th inventions".

On page 9, line 12, please delete "The 19th invention" and insert therefor --Still another aspect--.

On page 9, lines 18-19, please delete "of 16th or 17th inventions".

On page 9, line 20, please delete "of 18th invention".

On page 9, line 21, please delete "The 20th invention" and insert therefor --Yet another aspect--.

On page 9, line 25, please delete "of any one of 1st through 5th inventions".

On page 10, line 1, please delete "The 21st invention" and insert therefor --Still yet another aspect--.

On page 10, line 5, please delete "of any one of 6th through 17th inventions".

IN THE CLAIMS:

Please amend the claims as follows:


1 1. (Amended) An advertisement supplying method,
2 characterized in that an area for recording advertisement data is [crated]
3 created in a large-capacity recording medium, advertisement data which are to
4 be reproduced when an audience watch a program are recorded in said area in
5 advance, and said large-capacity recording medium is thereafter provided.

1 34. (Amended) A sponsor system, characterized in comprising
2 a sponsor apparatus which determines a user who is to be provided with the
3 contents of an advertisement and/or an advertisement, based on said
4 information regarding reproduction of advertisements received from said
5 advertisement information storing/sending means of the advertisement data

6 reproducing apparatus of claim [28 or 30] 6 or from said advertisement control
7 center of the advertisement data reproducing system of claim [32] 7.

1 35. (Amended) A sponsor system, characterized in comprising
2 a sponsor apparatus which determines a user who is to be provided with the
3 contents of an advertisement and/or an advertisement, based on said
4 information regarding reproduction of advertisements received from said
5 advertisement information storing/sending means of the advertisement data
6 reproducing apparatus of claim 7 [29 or 31 or from said advertisement control
7 center of the advertisement data reproducing ;system of claim 33].

Respectfully Submitted,



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Attorney for Applicants

AR/ap

Dated: February 15, 2001

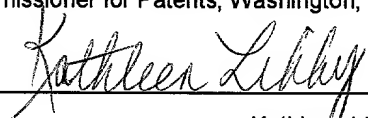
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Kathleen Libby